



California Marine Life Protection Act Initiative

c/o California Resources Agency
1416 Ninth Street, Suite 1311
Sacramento, CA 95814

Position Description and Request for Statements of Qualification

Public Outreach and Education Coordinator

Posted April 25, 2008

Statements of qualifications are due no later than
5:00 p.m. on Wednesday, May 14, 2008 – position may be filled prior to this date

The Marine Life Protection Act (MLPA) Initiative invites qualified parties to submit statements of qualifications for work in the MLPA South Coast Study Region through December 2009. Specifically, the MLPA Initiative is seeking a **public outreach and education coordinator** to plan, develop and implement an outreach and education plan, relying primarily on coordination with other organizations that are conducting stakeholder outreach and public education related to the MLPA Initiative. Typical duties require exercise of professional judgment in communicating complex public policies and effective stakeholder and scientific contributions in a situation of highly diverse views and experiences.

The primary objective in this phase of the MLPA Initiative is to ensure development of sound draft proposals for marine protected areas in the MLPA South Coast Study Region (Point Conception in Santa Barbara County to the border with Mexico in San Diego County, California). Work will be privately contracted, using non-state funds. The initiative seeks qualified candidates who are well known in their respective field and have a solid, proven track record of project performance. The statements of qualifications will be reviewed by individuals with related competencies.

Background

The MLPA was signed into law in 1999 and directs the state to redesign California's system of marine protected areas to increase its coherence and effectiveness in protecting the state's marine life and habitats, marine ecosystems, and marine natural heritage, as well as to improve recreational, educational and study opportunities provided by marine ecosystems subject to minimal human disturbance.

The MLPA Initiative is a public-private partnership among the California Resources Agency, California Department of Fish and Game, and Resources Legacy Fund Foundation, designed to help the State of California implement the statutory objectives of the MLPA. Information about the MLPA Initiative is available at <http://www.dfg.ca.gov/mlpa/>.

Scope of Work

The public outreach coordinator will support the MLPA Initiative in planning, developing and implementing an outreach and education plan, relying primarily on coordination with other organizations that are conducting stakeholder outreach and public education related to the MLPA Initiative. Specific tasks may include:

- Develop and maintain cooperative working relationships with key local, regional and statewide stakeholder organizations, including groups representing a variety of cultural interests
- Create partnerships and coordinate with other organizations conducting stakeholder outreach and public education related to the MLPA Initiative
- Proactively assess day-to-day opportunities that are available for increased education and outreach to the public and key stakeholder groups
- Assist in identifying negative or threatening issues or inquiries and exhibit leadership in developing strategic and timely responses; may include monitoring online bulletin and discussion boards and websites
- Assist other staff in planning and implementing large meetings, including preparing and distributing materials, recording attendance, arranging services, delivering meeting supplies, and acting as the onsite contact for facility management
- Develop, write and edit outreach materials
- Assist in coaching target staff and project participants in effective communication with the public and to develop quality presentations
- Organize and deliver outreach presentations or exhibits to increase public awareness, understanding and involvement in the MLPA Initiative; exercise professional judgment in determining priorities for outreach and presentation requests
- If time permits, in consultation with other MLPA Initiative staff and contractors, help prepare and edit publications for internal and external audiences, including electronic newsletters

Education, Skills and Experience Required

This work requires organizational, planning, communication and outreach skills and an attention to detail generally acquired through completion of a bachelor's degree program in education, communications, English, marketing or a related discipline, and at least four years professional experience in education and outreach.

Necessary for this work are the ability to meet tight deadlines with minimal supervision, write effectively for the general public, work directly and cooperatively with stakeholders, extract key information from conversations and documents, develop education and outreach materials for a diverse audience, work evenings and weekends to meet deadlines, move objects and materials weighing as much as 40 lbs with or without accommodation, and use a personal computer (advanced skills in MS Word, MS PowerPoint and Adobe PageMaker and intermediate skills in MS Excel are mandatory).

Knowledge of marine issues in California is valuable, but not required. Experience in public processes, conservation education, marine protected areas or public relations is a benefit, as are experience working in multi-disciplinary teams and with stakeholder groups.

Terms of Engagement

The public outreach coordinator will be an independent contractor to the MLPA Initiative, reporting to the MLPA Initiative program manager and executive director, but also coordinating and working closely with staff from the California Department of Fish and Game. Contractor is expected to provide the equipment necessary to conduct this work, including a vehicle, computer, wireless access, cell phone and facsimile.

- **Contract Period:** Will vary from 75-100% time from May 2008 to December 2009 with a contract extension possible.
- **Location:** Contractor to be located in southern California, but travel will be required within California.
- **Compensation:** Negotiable; no benefits. Compensation will depend on qualifications, past compensation history, and level of effort.

Application

Each statement of qualifications should include:

1. Name of interested party (firm or individual).
2. Key contact information, including mail and email addresses, and telephone numbers.
3. A statement of key competencies. Please be specific about the competencies offered.
4. A list of relevant experience (including description of work delivered, time frames, fees).
5. Succinct biographical information of the individuals most relevant to these competencies who would undertake any work requested.
6. A list of five references.

Statements of qualifications, including the identified six elements, should be no longer than ten pages. Statements should be submitted electronically *no later than 5:00 p.m. on Wednesday, May 14, 2008* to:

Ken Wiseman, Executive Director
California Marine Life Protection Act Initiative
MLPA.SOQs@resources.ca.gov

Please include in the subject line of your email message your name and "POE Coordinator."

All work products will become property of the State of California. Academic and other publications based on the work are acceptable if acknowledgement is given to the funding support provided by the MLPA Initiative and the following statement is included in each publication: "The views expressed here are those of the author(s) and have not been reviewed by, nor are they approved by, the California Marine Life Protection Act Initiative or the State of California."